1-800-733-1134
ID#_ER17161

11/17/92 Call re: Bring and Gaither

1:00 p.m. Gaither — not on the Committee any more

— Colleague from Yale did a great deal of harm. lectured too much.

— We are not going to win on health grounds. John Reed tried to argue health issue and turned people off.

— Don't argue health.
— We approach cigs. —
1. farmers unjoin the public
2. try prohibition. — that is what divestment is all about. Try to eliminate the product.

advise people but the issue one of regulatory in our society.

— We know there are strong differences and you do not think there is merit to our position. — same as alcohol.

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— Trying to act responsibly considering the nature of product we are selling.

Source: https://www.industrydocuments.ucsf.edu/docs/tqgj0000